

WWJ-TV

26905 WEST ELEVEN MILE RD., . SOUTHFIELD MI 48034

WWJ-TV

AND

PAGE 1

22426	AGENCY (OR SERVICE) ACTING AS AGENT FOR 86235	ADVERTISER (OR AGENCY AND ADVERTISER)	Cancellation Notice Required Announcement 28 days prior notice
NAME	MEDIA STRATEGIES & RESEARCH	STABENOW FOR SENATE	
AND	11350 Random Hills Rd Ste 670	PO Box 4945	
ADDRESS	Fairfax VA 22030-7428	East Lansing MI 48826-4945	
	USA	USA	
CONTACT	RACHAEL BEALE	PRODUCT STABENOW FOR SENATE	
LOCAL SALESPERSON	Maggie McWilliams Pol 11273	PRODUCT CODE 1300	
NATIONAL SALESPERSON			
BROADCAST SCHEDULE STARTING 10/08/12 AND ENDING 10/14/12 NO. WEEKS: 1			

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	11111..	5	06:57A	09:00A	30S	10/08/12-10/12/12	CBS THIS MORNING	5	25.00	125.00
21.	1	09:00A	11:00A	30S	10/13/12-10/13/12	CBS NEWS SATURDAY MORNING	1	150.00	150.00
3	10001..	2	10:57A	12:00N	30S	10/08/12-10/12/12	THE PRICE IS RIGHT	2	225.00	450.00
4	00100..	1	12:00N	12:28P	30S	10/10/12-10/10/12	WHO WANTS TO BE MILLIONAIRE	1	125.00	125.00
5	.1.....	1	12:28P	01:30P	30S	10/09/12-10/09/12		1	150.00	150.00
6	01010..	2	03:00P	04:00P	30S	10/09/12-10/11/12	RACHAEL RAY	2	75.00	150.00
7	00101..	2	05:00P	05:58P	30S	10/10/12-10/12/12	DR. PHIL	2	125.00	250.00
8	10010..	2	06:28P	07:00P	30S	10/08/12-10/11/12	CBS EVENING NEWS	2	1000.00	2000.00
9	00100..	1	05:58P	06:28P	30S	10/10/12-10/10/12	THE INSIDER	1	125.00	125.00
10	.1..1..	2	07:00P	07:30P	30S	10/09/12-10/12/12		2	400.00	800.00
11	1.111..	4	07:30P	08:00P	30S	10/08/12-10/12/12		4	400.00	1600.00
12	1.....	1	08:58P	10:00P	30S	10/08/12-10/08/12	2 BROKE GIRLS/MIKE & MOLLY	1	4000.00	4000.00
13	.1.....	1	07:57P	09:00P	30S	10/09/12-10/09/12	NAVY NCIS	1	3600.00	3600.00
14	..1....	1	10:00P	11:00P	30S	10/10/12-10/10/12	CSI:CRIME SCENE	1	2700.00	2700.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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AND	11350 Random Hills Rd Ste 670		PO Box 4945		
ADDRESS	Fairfax	VA 22030-7428	East Lansing	MI 48826-4945	
	USA		USA		
CONTACT	RACHAEL BEALE		PRODUCT STABENOW FOR SENATE		
LOCAL SALESPERSON	Maggie McWilliams Pol AGENCY EST. NO. 11273		PRODUCT CODE 1300		
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/08/12 AND ENDING 10/14/12 NO. WEEKS: 1					

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ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
15	...1...	1	07:57P	09:00P	30S	10/11/12-10/11/12	BIG BANG/2 HALF MEN	1	4500.00	4500.00
16	...1...	1	10:00P	11:00P	30S	10/11/12-10/11/12	ELEMENTARY	1	2700.00	2700.00
171..	1	10:00P	11:00P	30S	10/12/12-10/12/12	BLUE BLOODS	1	2700.00	2700.00
181.	1	08:00P	09:00P	30S	10/13/12-10/13/12		1	500.00	500.00
191	1	06:58P	08:00P	30S	10/14/12-10/14/12	SIXTY MINUTES	1	6750.00	6750.00
201	1	10:00P	11:00P	30S	10/14/12-10/14/12	THE MENTALIST	1	2700.00	2700.00
21	0101000	2	11:00P	11:02P	30S	10/09/12-10/11/12	LATE FIRST FORECAST SPONSOR	2	1500.00	3000.00
22	10100..	2	11:02P	11:35P	30S	10/08/12-10/10/12	TWO AND A HALF MEN	2	475.00	950.00
23	00001..	1	11:35P	12:37A	30S	10/12/12-10/12/12	DAVID LETTERMAN	1	225.00	225.00
Total Contract:								37		40250.00

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ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

Order Item Summary

CBS TELEVISION STATIONS



WWJ-TV

Order ID: 52928 UN NTL-POL FBD - LBD: 10/08/12 - 10/14/12 HL#: Created: 06/19/12 02:57 PM
 Client: STABENOW FOR SENATE (86235) CPE: / / 11273 Agency Commission: 15 % Updated: CHGRILLO on 06/19/12 03:38 PM
 Agency: MEDIA STRATEGIES & RESEARCH Product: STABENOW FOR SENATE Self :20:00 **UNCONFIRMED**
 Buyer: RACHAEL BEALE Demo: HHOLDS DMA RTG Sched. Code: Z **PRINT REQUIRED**
 AE: Maggie McWilliams Pol-GWTS-PH Billing Int: Monthly BM : SS
 Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0%

NEW ORDER CHG/PH 06/19/12

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	A MEARLY	1 1 1 1 1 0 0	MORN	30				0.0	\$25.00	5	\$125.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
002	A MCBSSAT	0 0 0 0 0 1 0	MORN	30				0.0	\$150.00	1	\$150.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/13/12	10/13/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
003	A DPRICE	1 0 0 0 1 0 0	DAY	30				0.0	\$225.00	2	\$450.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
004	A DMILLION	0 0 1 0 0 0 0	DAY	30				0.0	\$125.00	1	\$125.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/10/12	10/10/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
005	A 12:30 - 13:30	0 1 0 0 0 0 0	DAY	30				0.0	\$150.00	1	\$150.00		
	LUR - YOUNG AND RESTLESS												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/09/12	10/09/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
006	A ERACHAEL	0 1 0 1 0 0 0	EFG	30				0.0	\$75.00	2	\$150.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/09/12	10/11/12	2										

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CBS TELEVISION
STATIONS

WWJ-TV

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Agency: MEDIA STRATEGIES & RESEARCH Product: STABENOW FOR SENATE Self :20:00 **UNCONFIRMED**

Buyer: RACHAEL BEALE Demo: HHOLDS DMA RTG Sched. Code: Z **PRINT REQUIRED**

AE: Maggie McWilliams Pol-GWTS-PH Billing Int: Monthly BM: SS

Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	AEPHIL5P	0 0 1 0 1 0 0	EFG1	30				0.0	\$125.00	2	\$250.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/10/12	10/12/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	ANCBSEVMF1	1 0 0 1 0 0 0	NEWS	30				0.0	\$1,000.00	2	\$2,000.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/11/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	A EINSIDER	0 0 1 0 0 0 0	EFG1	30				0.0	\$125.00	1	\$125.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/10/12	10/10/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	A 19:00 - 19:30	0 1 0 0 1 0 0	ACC	30				0.0	\$400.00	2	\$800.00		
	LUR - FAMILY FEUD												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/09/12	10/12/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	A 19:30 - 20:00	1 0 1 1 1 0 0	ACC	30				0.0	\$400.00	4	\$1,600.00		
	LUR - FAMILY FEUD												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/12/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	APBROKE*M&M	1 0 0 0 0 0 0	REGP	30				0.0	\$4,000.00	1	\$4,000.00		
	CDR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/08/12	10/08/12	1										

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 Agency: MEDIA STRATEGIES & RESEARCH Product: STABENOW FOR SENATE Self :20:00 **UNCONFIRMED**
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 AE: Maggie McWilliams Pol-GWTS-PH Billing Int: Monthly BM: SS
 Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	APNAVY	0 1 0 0 0 0 0	REGP	30				0.0	\$3,600.00	1	\$3,600.00		
	CDR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/09/12	10/09/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	APCSIWE3	0 0 1 0 0 0 0	REGP	30				0.0	\$2,700.00	1	\$2,700.00		
	CDR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/10/12	10/10/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	APBANG*2MENTH	0 0 0 1 0 0 0	REGP	30				0.0	\$4,500.00	1	\$4,500.00		
	CDR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/11/12	10/11/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
016	APELEMENT	0 0 0 1 0 0 0	REGP	30				0.0	\$2,700.00	1	\$2,700.00		
	CDR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/11/12	10/11/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
017	APBLOODS	0 0 0 0 1 0 0	REGP	30				0.0	\$2,700.00	1	\$2,700.00		
	CDR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/12/12	10/12/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
018	A 20:00 - 21:00	0 0 0 0 0 1 0	REGP	30				0.0	\$500.00	1	\$500.00		
	LUR - CRIMETIME												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 08</u>										
	10/13/12	10/13/12	1										

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 AE: Maggie McWilliams Pol-GWTS-PH Billing Int: Monthly BM: SS
 Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
019	AP SIXTY	0 0 0 0 0 0 1	REGP	30				0.0	\$6,750.00	1	\$6,750.00		
	CDR												
	FBD	LBD	Oct 08										
	10/14/12	10/14/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
020	AP MENTAL SN3	0 0 0 0 0 0 1	REGP	30				0.0	\$2,700.00	1	\$2,700.00		
	CDR												
	FBD	LBD	Oct 08										
	10/14/12	10/14/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
021	AL FORECAST	0 1 0 1 0 0 0	WEA	30				0.0	\$1,500.00	2	\$3,000.00		
	LUR												
	FBD	LBD	Oct 08										
	10/09/12	10/11/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
022	AL 2.5 MEN	1 0 1 0 0 0 0	LFG	30				0.0	\$475.00	2	\$950.00		
	LUR												
	FBD	LBD	Oct 08										
	10/08/12	10/10/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
023	AL LETTER 02	0 0 0 0 1 0 0	LETT	30				0.0	\$225.00	1	\$225.00		
	LUR												
	FBD	LBD	Oct 08										
	10/12/12	10/12/12	1										

Handwritten signature and date: 6/22/12

Order Totals

Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	0	37	\$0.00	\$0.00	\$40,250.00	\$34,212.50
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00

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Agency: MEDIA STRATEGIES & RESEARCH	Product: STABENOW FOR SENATE	Self :20:00	**UNCONFIRMED**	
Buyer: RACHAEL BEALE	Demo: HHOLDS DMA RTG	Sched. Code: Z	**PRINT REQUIRED**	
AE: Maggie McWilliams Pol-GWTS-PH	Billing Int: Monthly	BM: SS		
Share: 0%	WXYZ: 0%	WDIV: 0%	WJBK: 0%	WMYD: 0%
WKBD: 0%	WPXD: 0%	WADL: 0%	CABLE: 0%	
Order Totals:				
		\$0.00	\$0.00	\$40,250.00
		\$34,212.50		

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WWJ-TV Detroit	Date: 6/20/2012
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I, Media Strategies and Research,
 being on behalf of: Debbie Stabenow, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 08, 2012	Sunday, October 14, 2012

Total Gross Charges: \$40,250.00



Media Strategies and Research
 1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670
 Denver, Colorado 80203 Fairfax, Virginia 22030
 (303) 989-4700 (703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Stabenow for U.S. Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ella Darnell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, June 20, 2012

Date



Signature

To Be Signed By Station Representative

☐

Accepted

☐

Accepted In Part

☐

Rejected

Signature

Printed Name

Title



Media Strategies and Research

1580 Lincoln Street, Suite 510
Denver, Colorado 80203
(303) 989-4700

11350 Random Hills Road, Suite 670
Fairfax, Virginia 22030
(703) 877-2000



**CANDIDATE
POLITICAL INQUIRY FORM**

Station
WWJ-TV Detroit

SPECIAL () PRIMARY () GENERAL (X) OUT OF WINDOW ()

RECORD OF REQUEST

2Q 2012

NAME OF REQUESTOR:

Rachael Beale

1. NAME OF AD AGENCY:

Media Strategies & Research
11350 Random Hills Road.
Suite #670
Fairfax, VA 22030
703-877-2000

2. ORGANIZATION PAYING FOR TIME:

Stabenow for Senate

3. ORGANIZATION FURNISHING TAPES:

Same as item 1

4. BROADCAST TO FAVOR ISSUE/BALLOT/CANDIDATE:

Stabenow for Senate
P.O. Box 4945
E. Lansing, MI 48226-4945
Ella Darnell, Treasurer
517-336-8500

5. PRODUCT OR CATEGORY:

Political - Candidate

6. POLITICAL PARTY OR OFFICIAL AFFILIATION:

Democrat

7. DATE OF REQUEST

06/19/12

8. NATURE OF REQUEST:

(a) Request for CANDIDATE rate card

(b) Other request as stated below

9. DISPOSITION MADE OF REQUEST

(a) Granted

(b) Denied (reason)

(c) Withdrawn (reason)

(d) Avails offered

__xx_

__xx__

10. SUBSEQUENT DEVELOPMENTS

11. AMOUNT OF CHARGES – see order (s) under candidate name in public file folder

CBS EMPLOYEE COMPLETING FORM